

Agricultural Outlook Forum 2004 Ensuring a Healthy Food Supply

February 19-20, 2004
Crystal Gateway Marriott Hotel
1700 Jefferson Davis Highway, Arlington, Virginia, 22202

Register online <http://www.usda.gov/oce>

Updated February 9, 2004

WEDNESDAY, FEBRUARY 18, 2004

5:00 p.m. – 8:30 p.m.

Registration

Arlington Ballroom Foyer

THURSDAY, FEBRUARY 19, 2004

7:00 a.m. - 5:30 p.m.

Registration

Pre-registered guests: Arlington Ballroom, Salon II

Onsite registration: Arlington Foyer Registration Desk

7:15 a.m. – 8:15 a.m.

Continental Breakfast

Arlington Ballroom Foyer

8:30 a.m. – 10:15 a.m. **Opening Plenary**

Arlington Ballroom

8:30 a.m. **Welcome**

8:40 a.m. **2004 Agricultural, Trade and Policy Prospects**

2004 Agricultural Prospects

Keith Collins, Chief Economist, USDA

U.S. Trade and Agricultural Policy

J.B. Penn, Under Secretary of Farm and Foreign Agricultural Services, USDA

9:15 a.m. **Keynote**

Keynote Address

Ann M. Veneman, Secretary of Agriculture

The Customer Is Boss

James R. Cantalupo, Chairman and Chief Executive Officer, McDonald's Corporation

10:15 a.m.

Refreshment Break

Arlington Ballroom Foyer

10:45 a.m. – 12:30 p.m.

CONCURRENT SESSIONS

Responding to the Consumer's Quest for a Healthier Lifestyle, Part 1

Arlington Ballroom, Salon III

Moderator: Eric Hentges, Director, Center for Nutrition Policy and Promotion, USDA

The Costs of Unhealthy Eating and Proposals To Influence Behavior

Eric Finklestein, Health Economist, Division of Health Economics, Research Triangle Institute

WIN the Rockies: A Community-Based, Health-Centered Approach to Obesity Intervention

Sylvia Moore, Professor/Director, Medical Education & Public Health, Assistant Dean, University of Wyoming College of Health Sciences

Healthy Eating Under Age Two

Susan Pac, Manager of Regulatory Affairs, Gerber Products Company

Products, Policies and Programs: An Integrated Consumer Approach

Donna Shields, Senior Manager Media Relations, Coca-Cola Corporation

Farm Income and Farm Finance Outlook

Arlington Ballroom, Salon V

Moderator: Gregory D. Hanson, Professor, Department of Agricultural Economics and Rural Sociology, Penn State University

Globalization Forces Rural America To Blaze a New Trail

Jason Henderson, Economist, Center for the Study of Rural America

Rural Labor Markets: Changing Prospects

Robert Gibbs, Regional Economist, Economic Research Service, USDA

Federal Tax Policy and Farmers: A Current Perspective and Outlook

Ron Durst, Agricultural Economist, Economic Research Service, USDA

Forecast of Income and Wealth for the Farm Sector, Households and the Farms They Operate

Jim Johnson and Mitch Morehart, Agricultural Economists, Economic Research Service, USDA

The Importance of Trade to Agriculture

Arlington Ballroom, Salon IV

Moderator: A. Ellen Terpstra, Administrator, Foreign Agricultural Service, USDA

Importance of Trade to American Agriculture

Charles Kruse, President, Missouri Farm Bureau

Export Views of A Specialty Crop Industry

Christian Schlect, President, Northwest Horticultural Council

Mutual Importance of U.S.-EU Trade to the U.S. and EU Agricultural Sectors

Tassos Haniotis, European Commission, Deputy Head of Cabinet, Cabinet of Franz Fischler

Global Markets and the Future of American Agriculture

Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

Implementing New Regulations To Control Biological Agents and Toxins under the Bioterrorism Act of 2002

Arlington Ballroom, Salon VI

Moderator: Jeremy Stump, Confidential Assistant, Office of the Secretary, USDA

Regulatory Overview Panel – Implementing Requirements

What's Required To Possess, Use or Transfer Select Agents

Shannon R. Hamm, Assistant Deputy Administrator, Policy and Program Development Division, Animal and Plant Health Inspection Service, USDA

Regulatory Impacts for Plant Agents and Toxins

Michael Firko, Assistant Director, Plant Health Programs, Animal and Plant Health Inspection Service, USDA

Regulatory Impacts for Animal and Overlap Agents and Toxins

John Clifford, Associate Deputy Administrator for National Animal Health Policy Programs, Animal and Plant Health Inspection Service, USDA

Coordinating with APHIS on Overlap Agents and Pathogens

Ted Jones, Acting Director, Select Agent Program, Centers for Disease Control and Prevention

Implications and Interactions with Government, Scientific, and Academic Community

The Role of the Diagnostic Laboratory Network for Select Agents

Gary Cunningham, Associate Administrator, Cooperative State Research, Education, and Extension Service, USDA

Impacts on Federal Laboratories of the Government Select Agent Program

Michael Ruff, Director, Homeland Security, Agricultural Research Service, USDA

Impacts of the Select Agent Rule on Veterinary Laboratories

Randall L. Levings, Director, National Veterinary Services Laboratories, Animal and Plant Health Inspection Service, USDA

How the Research Community Is Responding to the Select Agent Regulations

Rachael E. Levinson, Assistant Director for Life Sciences, White House Office of Science and Technology Policy

New Crop and Livestock Insurance Programs

Grand Ballroom, Salon C

Moderator: Ross J. Davidson, Jr., Administrator, Risk Management Agency, USDA

Agricultural Index Insurance Products: Strengths and Limitations

Barry J. Barnett, Associate Professor, Department of Agricultural & Applied Economics, University of Georgia

Implications of Extending Crop Insurance to Livestock

Bruce A. Babcock, Professor, Department of Agricultural Economics, Iowa State University and Director, Center for Agricultural and Rural Development

12:30 p.m. Exhibit Hall Opens

Grand Ballroom, Salons F, G and H

12:30 p.m.

Networking Luncheon

Arlington Ballroom, Salons I and II and Grand Ballroom Salons J and K

1:00 p.m. The 2004 Food Price Outlook

Lee Room, Lobby Level

Ephraim Leibtag, Economist, Economic Research Service, USDA

1:45 p.m. – 3:30 p.m.

CONCURRENT SESSIONS

Responding to the Consumer's Quest for a Healthier Lifestyle, Part 2

Arlington Ballroom, Salon III

Moderator: Timothy Kramer, Acting National Program Leader for Human Nutrition, Agricultural Research Service, USDA

Nutritional Studies of Functional Foods

Joseph Spence, Director, Beltsville Human Nutrition Research Center, Agricultural Research Service, USDA

Functional Foods that Promote Health

Harold H. Schmitz, Director of Technology, M&M/Mars, Masterfoods

Functional Foods: Perspective of the Food Industry

Shirley C. Chen, Principal Nutrition Scientist, Unilever Bestfoods, Inc.

A First Look at the 2002 Census of Agriculture

Grand Ballroom, Salon C

Moderator: R. Ronald Bosecker, Administrator, National Agricultural Statistics Service, USDA

How To Interpret New Demographic Information in the Preliminary 2002 Census of Agriculture

Rich Allen, Deputy Administrator for Programs and Products, National Agricultural Statistics Service, USDA

A First Analysis of New Operator and Household Data from the 2002 Census of Agriculture

Jill L. Findeis, Professor of Agricultural, Environmental and [Regional Economics](#), and Demography, Penn State University

Response: Impact on Knowledge about Farm Operators

Bob Hoppe, Agricultural Economist, Economic Research Service, USDA

The Biosafety Protocol and International Trade

Arlington Ballroom, Salon V

Moderator: Jim Butler, Deputy Undersecretary for Farm and Foreign Agricultural Services, USDA

What Is the Biosafety Protocol and How Can It Affect Trade?

Gary C. Martin, President, North American Export Grain Association

The Current Status of Trade under the Biosafety Protocol

Mr. Blair Coomber, Director General for International Trade Policy, Agriculture Canada

The Kuala Lumpur Meeting: U.S. Positions

Philip C. Wall, Director, Office of Agriculture, Biotechnology and Textiles Trade Affairs, U.S. Department of State

Implications for Business of Securing the Food Transportation System

Arlington Ballroom, Salon VI

Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

Overview of the U.S. Transportation System

New Safety and Security Guidelines for the Distribution of Meat, Poultry and Egg Products

D.W. Chen, Acting Assistant Administrator for Food Security and Emergency Preparedness, Food Safety and Inspection Service, USDA

Food Security Impacts on the Grain Industry

Kendell Keith, President, National Grain and Feed Association

The Implications of New Transportation Security Measures on Agricultural Logistics

Diane Eicher, Export Manager (COF), Coppersmith Inc.

New Regulations for Confined Animal Feeding Operations

Arlington Ballroom, Salon IV

Moderator: Marc Ribaldo, Agricultural Economist, Economic Research Service, USDA

EPA Implementation and Enforcement of the New Rule

George Utting, Water Permits Division, Office of Wastewater Management, Office of Water, U.S. Environmental Protection Agency

USDA's Assessment of the Costs of Managing Manure Nutrients with Land Application

Noel Gollehon, Agricultural Economist, Economic Research Service, USDA

USDA's Assessment of Costs and Implementation of a Comprehensive Nutrient Management Plan

Dan Meyer, Agricultural Economist, Natural Resources Conservation Service, USDA

The Producers' Perspective

Dave Roper, Chairperson, Environmental Committee, National Pork Producers Council

3:30 p.m.

Refreshment Break

Arlington Ballroom Foyer and Exhibit Hall Foyer

3:45 – 5:30

CONCURRENT SESSIONS**What's Driving Growth in Organic Foods?**

Arlington Ballroom, Salon III

Moderator: Barbara Robinson, Deputy Administrator, Transportation and Marketing Program, Agricultural Marketing Service, USDA

Recent Trends in Organic Production

Cathy Greene, Agricultural Economist, Economic Research Service, USDA

Current Trends in the Retail Market for Organics: A Retailer's Perspective

Mary Mulry, Senior Director of Product Development and Standards, Wild Oats Markets, Inc.

Organic Consumer Profile

Laurie Demeritt, President, The Hartman Group

Growth in Organic Foods: Producers' Perspectives

Kevin Edberg, Executive Director, Cooperative Development Services

Connecting Agricultural Innovation and Rural Prosperity

Grand Ballroom, Salon C

Moderator: Lawrence K. Yee, National Program Leader, Food Marketing Systems Innovations, Cooperative State Research, Education, and Extension Service, USDA; on leave from University of California

Growing a Farmer's Cooperative in Central Appalachia

Co-presenters: Anthony Flaccavento, Appalachian Sustainable Development and Steve Hodges, Jubilee Project, Inc.

New Traditions in Eastern Washington Benefit Farmers, the Environment and Consumers

Read Smith, Past President, National Association of Conservation Districts

The Changing Rural Setting for Agricultural Innovation and Community Prosperity

Linda Ghelfi, Agricultural Economist, Economic Research Service, USDA

World Agricultural Resources, Technology and Productivity

Arlington Ballroom, Salon V

Moderator: Carol Kramer-LeBlanc, Director, Research and Exchanges Division, International Cooperation and Development, Foreign Agricultural Service, USDA

Resources, Technology and Agricultural Productivity in a Changing World

Susan Offutt, Administrator, Economic Research Service, USDA

Farmers' Choices, Land Quality and Agricultural Productivity

Keith Wiebe, Deputy Director, Resource Economics Division, Economic Research Service, USDA

New Technologies for Sustained Productivity Growth

Donald Duvick, former VP of Pioneer-HiBred International

Market Information Systems in Mali

Niama Nango Dembele, Advisor, Market Information Systems, Michigan State University & U.S. Agency for International Development, Mali

Promise and Pitfalls of Plant-made Pharmaceuticals and Industrial Compounds

Arlington Ballroom, Salon VI

Moderator: Neil E. Hoffman, Director, Regulatory Programs, Biotechnology Regulatory Services, Animal and Plant Health Inspection Service, USDA

Moving Products into the Clinic: The Next Stage of Development for the Plant-made Pharmaceuticals Sector

Barry Holtz, CEO, Inflexion Therapeutics

U.S. Food Industry's View on the Development of Plant-made Pharmaceuticals and Industrials

Marialuisa S. Gallozzi, Partner, Covington & Burling

Plant-Made Pharmaceutical Confinement Systems

Rachel G. Lattimore, Attorney, Arent Fox Kintner Plotkin & Kahn, PLLC

Changes in the Meatpacking Industry following the Discovery of BSE

Arlington Ballroom, Salon IV

Moderator: Donna Reifschneider, Administrator, Grain Inspection, Packers and Stockyards Administration

Speakers to be announced:

State of the Meatpacking Industry

FSIS Outreach Efforts To Implement BSE-Related Regulations

Mary Cutshall, Director of Strategic Initiatives, Partnerships and Outreach Staff, Animal and Plant Health Inspection Service, USDA

New Regulatory Initiatives and a U.S. Animal I.D. Program: APHIS Perspective

Likely Changes in the Structure of Meatpacking in Response to BSE

John Nalivka, President and Owner, Sterling Marketing

5:30 – 6:45 p.m. Cash Bar Reception

Arlington Foyer and Exhibit Hall Foyer

6:45 Forum Dinner

Arlington Ballroom, Salons I, II and III

Farm Policies and Their Reform: Lessons from Europe

Franz Fischler, Member of the European Commission Responsible for Agriculture, Rural Development and Fisheries

FRIDAY, FEBRUARY 20, 2004**7:00 a.m. – 2:00 p.m. Registration**

Arlington Foyer Registration Desk

7:15 a.m. – 2:15 p.m. Exhibit Hall Open

Grand Ballroom, Salons F, G and H

7:15 a.m. – 8:15 a.m. Continental Breakfast

Arlington Foyer

8:15 a.m. – 10:00 a.m. Plenary: Promoting Healthy and Nutritious Diets

Arlington Ballroom, Salons IV, V and VI

Moderator: Sylvia B. Rowe, President and CEO, International Food Information Council and the IFIC Foundation

USDA Initiatives To Promote Healthy Diets

Eric M. Bost, Under Secretary for Food, Nutrition, and Consumer Services, USDA

Promoting Healthy Diets from a Public Health Perspective

Marianne S. Edge, President, American Dietetic Association

PepsiCo: Capturing Growth at the Intersection

Brock Leach, Senior Vice President for New Growth Platforms and Chief Innovation Office, PepsiCo

From Dinner Plate to Farm Gate: How Will New Diet Trends Affect Farming?

Victor L. Lechtenberg, Dean of Agriculture, Purdue University

10:00 a.m. Refreshment Break

Arlington Ballroom Foyer and Exhibit Hall Foyer

10:30 a.m. – 12:15 p.m.**CONCURRENT SESSIONS****Outlook for Grains and Oilseeds**

Arlington Ballroom, Salon IV

Moderator: Keith Menzie, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

The Outlook for Wheat, Feedgrains and Oilseeds

William Tierney, Commodity Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

The Outlook for Soybean Processing: A Global Market Perspective

Albert Ambrose, Vice President for Risk Management, Oilseed Processing, CHS Inc.

What's Ahead for China as a Grain Producer and Exporter?

John Wade, Group Leader, Cotton, Oilseeds, Tobacco, and Seed Division, Foreign Agricultural Service, USDA

Outlook for Sugar and Sweeteners: Economics, Science and a Healthy Diet

Arlington Ballroom, Salon V

Moderator: John Love, Sweeteners Analyst, World Agricultural Outlook Board, Office of the Chief Economist, USDA

Economic Factors Affecting U.S. Sugar Consumption

Margaret Blamberg, Executive Director, American Cane Sugar Refiners' Association

Sound Science and Prospects for Sugar Consumption

Andrew Briscoe III, President and Chief Executive Officer, The Sugar Association, Inc.

Multiple Factors Associated with Obesity

Maureen Storey, Director, Center for Food and Nutrition Policy, Virginia Tech

Cotton and Fibers Outlook: Focus on China

Arlington Ballroom, Salon VI

Moderator: Craig Jagger, Chief Economist, Committee on Agriculture, U.S. House of Representatives

The USDA Outlook for 2004/05

Leslie Meyer, Agricultural Economist, Economic Research Service, USDA

Factors Affecting the China Balance Sheet for 2004/05

Hunter Colby, Managing Director of Cotton Economics, Globecot, Inc.

Meeting China's Cotton Mill Demand: A Western Merchant's Perspective

Gary W. Taylor, President and CEO, Cargill Cotton

Safeguards on Textile Imports from China: Process, Outcomes and Prospects for the Future

Jim Leonard III, Deputy Assistant Secretary for Textiles, Apparel and Consumer Goods, International Trade Administration, U.S. Department of Commerce

This Land Is Your Land: Will the U.S. Embrace the Landcare Movement?

Grand Ballroom, Salon B

Moderator: Lawrence E. Clark, Deputy Chief for Science and Technology, Natural Resources Conservation Service, USDA

Landcare—Its Origins, Accomplishments and Lessons Learned

Fran Freeman, Minister-Counselor, Agriculture, Embassy of Australia

Landcare—An Agribusiness Perspective

John Hickman, Principal Scientist, John Deere Technology Center

Landcare—A Farmer's Perspective

Bill Richards, Richards Farms, Circleville, Ohio

Landcare—A Conservationist's Perspective

Gary Mast, President, National Association of Conservation Districts

Outlook for Milk and Dairy Products

Grand Ballroom, Salon C

Moderator: Robert Yonkers, Chief Economist and Director of Policy Analysis, International Dairy Foods Association

2004 Outlook for Milk and Dairy Products

James Miller, Agricultural Economist, Economic Research Service, USDA

Issues and Challenges Facing the Federal Order System

Larry Hamm, Professor, Department of Agricultural Economics, Michigan State University

Developing Healthful New Milk-based Beverages

Clay Boatright, Vice President, Trade Marketing, Dairy Group, Dean Foods

12:15 p.m. – 12:45 p.m. Cash Bar Reception

Exhibit Hall Foyer

12:45 p.m. – 2:15 p.m.

LUNCHEONS

Grains, Oilseeds and Livestock Luncheon

Arlington Ballroom, Salons I, II and III

Moderator: W. Kirk Miller, General Sales Manager, USDA

Beef, Oilseeds and Grains: Brazilian Performance, Trends and Forecasts

Gustavo Marin Monaco, Livestock Consultant, FNP Consultants and Agra-Information, Brazil

Sugar and Sweeteners Luncheon

Arlington Ballroom, Salon V

Moderator: Beth Bechdol, Special Assistant to the Under Secretary for Farm and Foreign Agricultural Services, USDA

EU Sugar Reform and Some Wider Implications

Simon Harris, Adviser to British Sugar and Associated British Foods

Cotton and Fibers Luncheon

Arlington Ballroom, Salon VI

Moderator: James Little, Administrator, Farm Service Agency, USDA

The Compatibility of Trade Policy and U.S. Domestic Policy: the Case of Cotton

Joseph Glauber, Deputy Chief Economist, USDA

Fruit and Vegetables Luncheon

Grand Ballroom, Salons J and K

Moderator: A.J. Yates, Administrator, Agricultural Marketing Service, USDA

Investing in Healthy Consumers for a Healthy Industry

Tom Stenzel, President and CEO, United Fresh Fruit & Vegetable Association

2:15 p.m. – 4:00 p.m. Concurrent Sessions

Livestock and Poultry Outlook

Arlington Ballroom, Salon IV

Moderator: Chuck Lambert, Deputy Under Secretary for Marketing and Regulatory Programs, USDA

2004 Outlook for Livestock and Poultry

Joel Greene, Agricultural Economist, World Agricultural Outlook Board, Office of the Chief Economist, USDA

A Total Quality Program for Branded Beef

John Stewart, President, Creekstone Farms Premium Beef

Industry Perspective on Processing Meat Byproducts

Mike Reiser, Valley Proteins, Inc., Second Vice Chairman, National Renderers Association, Inc.

Innovative Cooperatives for the 21st Century

Arlington Ballroom, Salons V and VI

Moderator: Thomas Dorr, Senior Advisor to the Secretary of Agriculture, USDA

Co-op Financing

Jean-Marie Peltier, President, National Council of Farmer Cooperatives

Co-ops in the Global Marketplace: The Sunkist Example

Mrs. Claire Smith, Director of Public Affairs, Sunkist Growers, Inc.

New Generation Co-ops

Jim Haskell, Assistant Deputy Administrator, Cooperative Services, Rural Business-Cooperative Service, USDA

Co-op Development Opportunities in Rural America

Jeannine Kenney, Vice President of Public Affairs and Member Services, National Cooperative Business Association

Trading Environmental Credits

Grand Ballroom, Salon C

Moderator: Bruce I. Knight, Chief, Natural Resources Conservation Service, USDA

Can Farmers Be Suppliers in a Market for Carbon Credits?

Zach Willey, Senior Economist, Climate & Air, Environmental Defense

Lessons Learned in Entergy's Trading Arrangements

Jeffrey L. Williams, Manager, Corporate Environmental Initiatives, Entergy Services, Inc.

How Farmers Can Make Trading Work for Them

Read Smith, Past President, National Association of Conservation Districts

Contracting in the Fruit and Vegetables Sector

Grand Ballroom, Salons J and K

Moderator: Neilson C. Conklin, Director, Market and Trade Economics Division, Economic Research Service, USDA

Can Growers Profit from Contract Pricing Agreements?

John Shelford, President, Global Berry Farms

Contracting Supplies for Food Processing

Douglas Circle, President/CEO, Sunrise Growers, Inc., Frozsun Foods Inc.

Economic and Regulatory Issues in the Use of Grower Contracts

Brent Hueth, Assistant Professor, Department of Economics, Iowa State University

Renewable Energy Opportunities for American Farmers

Grand Ballroom, Salon B

Moderator: Roger K. Conway, Director, Office of Energy Policy and New Uses, Office of the Chief Economist, USDA

The Future of Biodiesel

Jeff Stroburg, CEO, West Central Cooperative

Generating Commercial Electricity from Animal Waste

Mr. Patrick Keily, Renewable Energy Project Manager, Office of Energy Options, We Energies

Farming Wind Energy

Lisa Daniels, Executive Director, Windustry

4:00 p.m.
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